ORANGE COUNTY

Florida

1926
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ORANGE COUNTY - FLORIDA

Subtropical Orange County.

Oh, Come Away to Florida!

William V. V. Stephens,
in The Florida Magazine.

Oh, come away to Florida!
The groves are in the bloom.
The virgin land is calling
and there's lots of elbow room.
Her treasures wait the working hand
but, oh there's something more—
The harbingers of health and wealth
are knocking at your door.

A Typical Bit of Orange County.

Oh, come away to Florida! and work beneath her skies,
And feel her strength and character, and see her cities rise.
Her commerce is her watchword and her progress is her pride.
Oh, come away to Florida, for southward is the tide!

Oh, come away to Florida and watch the gardens grow,
With green as far as eye can reach, like ribbons in a row—
Where water dances skyward from the bosom of the earth
And brightly bubbles over singing canticles of mirth.

Oh, come away to Florida! and watch the rising moon
Unroll a strip of living fire upon a dark lagoon;
And see the stars come drifting down to nestle in the tide,
And hear the hush of evening fall to silence sanctified.

Oh, come away to Florida! the fragrance fairly drips
From flowers just beyond the reach of winter's finger-tips.
Oh, come away to Florida! the groves are in the bloom.
The virgin land is waiting and there's lots of elbow room.

Great Heritage in the Name Orange

HON. W. A. MACKENZIE, member of the Florida legislature from a neighboring county, in speaking to an Orange County audience, said:

"I consider it an honor and a pleasure to speak to you great people of Orange. There is an inspiration here to one in whose soul burns the love of progress and whose eyes drink thirstily and happily beauty such as you have—beauty which I consider a nectar brewed by the smiling gods themselves.

"I wonder if you realize what a wonderful heritage you have in your name alone. You have wealth, beauty, enchantment—yet that inspired prophet who gave to your great county the name of Orange, bequeathed to you a treasure greater than gold, aye, much fine gold.

"Orange—the name lingers with one like a note from an anthem of the gods. It lights up the gloomy shadows of the North and makes men yearn for you and yours. As it falls from admiring lips, it brings forth visions of the beautiful, it tempts the ice-bound Northerners with the gold of clustered fruit, the emerald of the graceful bending bough; it cools his palate with the sparkled juiciness of that royal gilded globule from which it is so fitly named. It troops before the brain the panorama of pine-clad templed hills, mantled with their million hues of green; of turquoised lakes set like jewels in a bosom of magnificent promise; of roads of velvet; of trucking plots waiting for the touch of inspiration and effort to make them feed the world; of fruit, flower and fragrance woven all by hand of friendly Destiny into a woof of enchantment to cover the needs of a waiting people

Boating and Fishing on the Wekiva River.

—a waiting people who but pause to hear your welcome to come and be convinced.

"Orange—ah, how well he who named you knew you—how nothing can compare or rhyme with it—how in its golden promise it will stop the world and make them listen to your message and pour a seeking people within your smiling gates."

TO ONE who has not been to Florida it seems incredible that we have a comfortable climate in which to live the year round—as comfortable as anywhere in America.

While we do not have the great extremes of heat and cold that are known in many states, our winters are plenty cool enough to be bracing and invigorating, while our summers are not as hot as some sections of the Middle West or East.

The fact that Florida is a narrow peninsula lying between the Atlantic Ocean and the Gulf of Mexico gives many delightful breezes blowing across the state.

Orange County with its fine hills and clear, cool lakes, has a mild, delightful climate.

Warren Park, Near Conway.

THE wealth and prosperity of Orange County is manifested in the excellent reports of the thirteen banks in the county as shown on April 30, 1926:

Total deposits as of April 18, 1925	$17,179,453.00
Total deposits as of April 30, 1926	30,194,361.00
Net gain for the year	13,015,108.00

Based on an estimated population of 43,000 of all ages, white and colored, the per capita deposits were $725.40, a fact which proves the prosperity and thrift of this county.

Orange County is one of the most prosperous and progressive counties in Florida, and in fact, in the whole South.

Orlando Banks

Bank of Orange & Trust Company.
Church Street Bank.
First National Bank.
Orlando Bank & Trust Company.
State Bank of Orlando & Trust Company.
North Orlando State Bank.

County Banks

State Bank of Apopka, Apopka.
The Bank of Maitland, Maitland.
The Bank of Oakland, Oakland.
The Bank of Ocoee, Ocoee.
First National Bank, Winter Garden.
The Bank of Winter Garden, Winter Garden.
The Bank of Winter Park, Winter Park.
Union State Bank, Winter Park.

Virgin Pine in Orange County.

ORANGE COUNTY - FLORIDA

Facts, That Is All

WE HAVE neither the time nor disposition to picture this county in glowing language or fanciful tale. This is just a brief statement of a few interesting facts about a mighty interesting country. It would be utterly impossible to tell you all you might wish to know, in the few pages of this booklet, therefore, if you have any special questions you would like to ask about matters that particularly interest you, we will be very happy to give you every possible bit of information you desire.

Photographs for this book were mostly made by Robinson's Studio, Orlando.

A request for information upon any subject connected with this county sent to the ORANGE COUNTY CHAMBER OF COMMERCE, State Bank Building, Orlando, Fla., will receive our very best attention.

This organization is supported by public taxation by the people of Orange County for the purpose of supplying accurate and unprejudiced information about this great central hill and lake region of Florida. We have no land to sell, we are simply the SERVICE organization of the county.

TO COME right down to brass tacks in a few words, Florida is being overwhelmed with a great wave of outside people who appreciate its possibilities and who will build up just what they have done in California, another empire.

"One is forced to believe, whether one wants to admit it or not, that there is a great wave of prosperity coming to Florida. It is already there."

GEORGE C. ROEDING, California.

The Orange County Chamber of Commerce

THE Orange County Chamber of Commerce was organized in June, 1922, by the people of this county; it is supported by public taxation to furnish the facts about this county and its possibilities to those who ought to know them. It has no land to sell, but it will place anyone in touch with reliable real estate firms and wide-awake communities. Its officers are:

President—William Edwards, Zellwood.
Vice President—J. A. Treat, Winter Park.
Vice President—S. B. Hull, Oakland.
Treasurer—S. S. Sadler, Tangerine.
Auditor—Dr. J. C. McMichael, Windermere.
Secretary—Karl Lehmann, Orlando.
Assistant Secretary—C. T. Bickford.
Office Assistant—Francis Smathers.

Additional members Board of Directors:

Apopka—J. G. Grossenbacher.
Bithlo—S. S. Philbrick.
Clarcona—E. J. Hobson.
Conway—Dr. W. J. McBurney.
Edgewood—Col. R. M. Shearer.
Fairvilla—
Fort Christmas—L. L. Hardy.
Gotha—E. S. Lawrence.
Lockhart—G. R. Long.
Maitland—J. H. Hill.
North Orlando—Dr. J. A. Pines.
Ocoee—T. C. Hawthorne.
Orlando—N. P. Yowell.
Pine Castle—P. M. Shanibarger.
Plymouth—J. G. Grossenbacher.
Taft—G. R. Brickley.
Vineland—W. L. Shuck.
West Side Improvement League, Orlando—A. M. Crittenden.
Winter Garden—J. L. Dillard.

Offices are at 507-8-9 State Bank Bldg., Orlando, Florida.

Orange County Officials

Board of County Commissioners

L. L. Payne, Orlando, Chairman.
Carl Barber, Fort Christmas.
W. T. Chapman, Winter Garden.
S. S. Sadler, Tangerine.
R. M. Shearer, Pine Castle.

Victor Hutchins, Probate Judge.
W. L. Tilden, Judge Criminal Court.
W. M. Murphy, Jr., Solicitor.
D. A. Cheney, Judge Juvenile Court.
B. M. Robinson, Clerk.
Frank A. Karel, Sheriff.
A. B. Johnson, Supt. Public Instruction.
E. K. White, County Surveyor.
W. E. Martin, Tax Collector.
Arthur Butt, Tax Assessor.
John J. Anderson, Supt. of Registration.
A. L. Wright, Supt. of Roads and Bridges.
Charles A. Browne, County Engineer.
C. D. Kime, County Agricultural Agent.
Mrs. Nellie W. Taylor, Home Demonstration Agent.
Mary Wright, Colored Home Demonstration Agent.

Circuit Court, 17th District

Frank A. Smith, Circuit Judge.
Raymer F. Maguire, State's Attorney.

Legislature

M. O. Overstreet, Senator.
C. O. Andrews and F. O. King, Representatives.

FLORIDA does not collect a state tax on incomes. Florida does not collect a state tax on inheritances. And because Florida does not collect taxes on these possible sources of revenue, many wealthy men and women are coming to Florida to live, and many business men are investing in Florida.

Beautiful Homes and Spacious Yards Shaded by Stately Oaks and Tropical Foliage.

Orange County in the Heart of Florida

ORANGE COUNTY is in the heart of Florida in every sense of the word, and that means much to this great section of this great state.

Orange County is in the geographical center of Florida, midway between the Atlantic Ocean and the Gulf of Mexico, giving it a mild, delightful climate, with refreshing breezes blowing off its 1,500 fresh-water lakes on the warmest day in midsummer, and in the winter these bodies of water, including Lake Apopka, thirty-one miles long, afford an excellent frost protection for grove and garden.

Orange County is the largest shipping center for citrus fruits in Florida, all but one of the great fruit marketing agencies have their state headquarters in this county. Last season 915,000 boxes of oranges, grapefruit and tangerines, raised in Orange County, were packed and shipped from our packing houses, bringing more than $2,250,000 into this county for that crop alone, and in addition to that nearly 1,000,000 boxes of citrus fruit raised in other counties were shipped in and packed by Orange County packing houses. Nearly one-seventh of the entire crop of citrus fruit shipped out of Florida was packed and shipped from Orange County. This county has nearly 24,000 acres of groves and more than 3,000 additional being set this year. This county is rapidly forging to first place among the citrus-producing counties of Florida.

Orange County is a great producing section for melons and vegetables. Some 400 acres of melons in West Orange and 745 acres of cabbage, 836 acres of tomatoes, 150 acres of beans, 787 acres of lettuce and 1,875 acres of cucumbers, tell something of this county as a vegetable-growing center. During the cucumber-shipping season an average of about forty-five cars a day move out from the section about Winter Garden, and at the height of the season, Winter Garden, Ocoee, Tildenville, and Oakland ship an average of fifty-six cars a day, enough to make two solid trainloads of twenty-eight cars each, loaded with cucumbers which bring a fancy price in the waiting markets. The cucumber crop alone brings more than a million dollars a year into Orange County. The lettuce and tomatoes from this section always bring a premium in every market in the country because of the superior product and packing for which Orange County is famous.

The largest producers of bananas in Florida are in the Pine Castle section of the county.

Orange County excels in the production of thoroughbred, prize-winning poultry, stock shipped from within the bounds of Orange County has won the highest honors in shows in eight states. Birds from Orange County shown at the Colesium Show, Chicago, won first prize with nine other states competing.

Orange County is the center of the good roads system of Florida. In March, 1926, the voters of Orange County went to the polls and by a majority of six to one carried a $7,000,000 bond issue to build 340 miles of additional eighteen-foot hard-surfaced roads in this county, which, added to the 160 miles of hard-surfaced roads already built, will give Orange County 500 miles of hard-surfaced roads and more than 500 miles of clay roads, a total of 1,000 miles of good roads.

Orange County has just completed the construction of $3,000,000 worth of hard-surfaced roads. The state road department will spend $1,000,000 in construction of hard-surfaced roads in 1926, and with the $7,000,000, voted in March, 1926, Orange County has provided for a program to construct $11,000,000 worth of hard-surfaced roads in this five-year period. These roads are now being built, connecting every part of the state with every other section, bringing the county within a two hours' drive over excellent roads to the finest ocean beaches in the country.

Orange County has fine towns, churches and schools, and this year has built $1,500,000.00 worth of new school houses and improved many others. No county excels Orange in educational opportunities it offers, running from excellent elementary schools up to Rollins College, at Winter Park, Florida's oldest institution of higher learning.

Orange County has a half-million acres that can be bought at from $100.00 to $300.00 an acre, land that is fine for oranges and grapefruit, gardens and trucking. Improved farms and groves can be had at prices varying from $1,000.00 to $3,000.00 an acre, and highly developed property brings higher prices.

Orange County offers many attractions to the tourist as well as the settler. Fine fishing in hundreds of clear, sparkling lakes, boating, swimming and golf every month of the year. Amusements of the finest sort abound, the best music of the country is heard during the year in Orlando and other centers of the county.

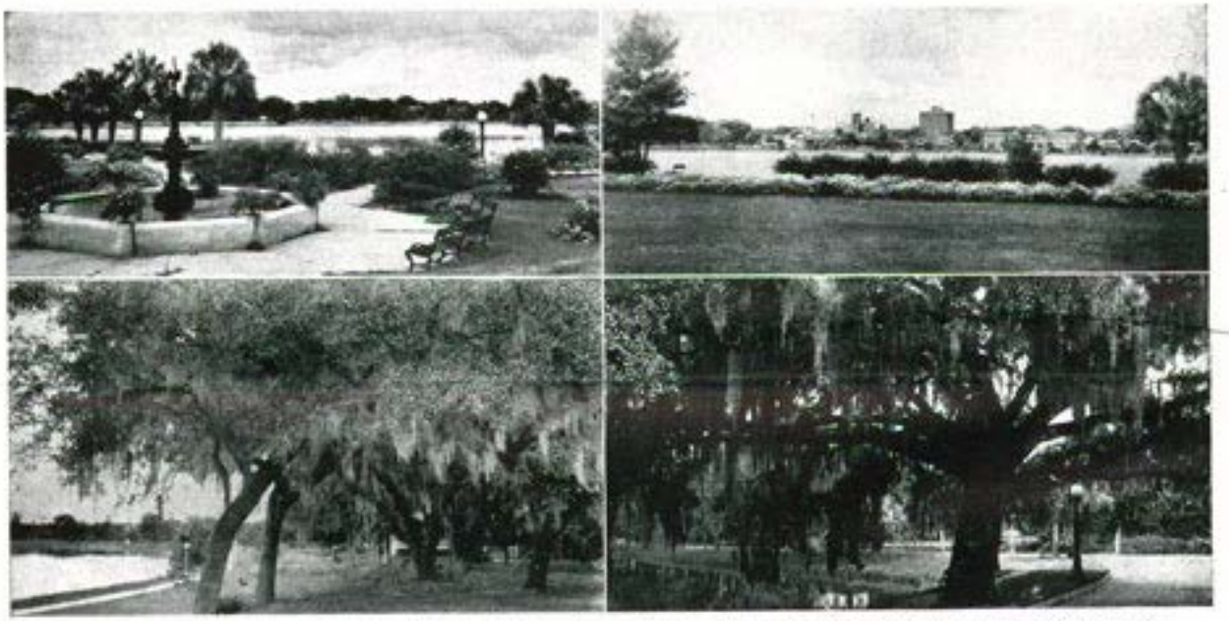
Orange County has a live, wide-awake Chamber of Commerce, supported by public taxation, which helps to attract the people to this splendid county and helps them locate and make a success after they have decided to come to this part of Florida.

Orange County has 75,000 head of cattle, including some 6,000 pure-bred, first-class stock, some of the finest in the state.

Orange County has the best organized public health service of any county in Florida. Every assistance is given to making

Orange County's New Million-Dollar Court House.

ORANGE COUNTY - FLORIDA



Upper and Lower Left—Views in Eola Park, Orlando. Upper Right—Looking Across Lake Eola to Memorial High School, Orlando.

and keeping Orange County a healthful place in which to live.

Orange County has a most efficient County Agent, C. D. Kime, and County Demonstration Agent, Mrs. Nellie W. Taylor, who are the expert advisers of all in matters pertaining to grove, farm, garden, poultry, and everything else that goes to make life profitable and pleasant in this county.

Orange County has two daily newspapers, The Orlando Morning Sentinel and The Orlando Reporter Star; three strong weeklies, The Winter Garden Herald, The Apopka Chief and The Winter Park Herald.

Orange County has a great county-seat city, Orlando, the city that has grown in ten years from a population of 3,892 in 1910, to 9,282 in 1920, to 23,321 in 1925, and a city of 31,420 in 1926. Orlando's building permits far exceeded $3,000,000 in 1922, and in 1925 they were $7,907,048, and in the first six months of 1926 they were nearly $6,000,000.

Orange County has a progressive and far-seeing and hard-working people. They believe in this great "Inland Empire" of Florida, they love its climate, its soil and its opportunities.

They have come from all parts of America and other portions of the world; here they are working side by side in the finest possible spirit of cooperation and enthusiastic boosting to make this the greatest state in the country and in the world.

Orange County has plenty of room for all who will come and work and grow with us. There is room for everyone of the right spirit and purpose. Come and see this county and you will want to get some of this land and build here with the rest of us. If you are the right kind of an American you will like Orange County and her people, and we will like you. You are welcome. Come and grow with growing Orange County.

New Bank Building, Orlando. Headquarters Chamber of Commerce.

Angebilt Hotel Orlando.

New San Juan Hotel Orlando.

ORANGE COUNTY - FLORIDA

Wonderful Hills and Lakes of Orange County

YOU may have been to Florida a dozen times, but you do not KNOW FLORIDA until you have visited this beautiful hill and lake region in the very heart of the state.

Orange County, with its 1,500 clear, cool lakes and green hills covered with stately pine, beautiful oak and tropical palmetto, where they stand as nature left them, or bedecked in the deep rich green and bright gold of the orange, grapefruit or tangerine (citrus fruits), is so entirely different from other sections of the state that only a visit will convince you, and a visit is certain to make you long to stay.

Until you have shut off the gas, thrown your car out of gear and coasted a mile to a mile and a half, or your engine has pulled your car and you up over these hills on roads of asphalt and brick, you cannot conceive the beauty, grandeur and height of these glorious hills of Orange County.

The section near Tangerine, Zellwood, Avalon, Plymouth and Apopka is one of the most beautiful hill and lake regions of a beautiful state.

One Thousand Peaches on One Tree at Taft. Peaches Do Well in Orange County.

Beautification Commission

An extensive program of highway construction in this county is being supplemented by the efficient and far-reaching work of beautification.

The Orange County Beautification Commission, which represents every part of the county, and is supported jointly by public funds and private contributions, is carrying on an aggressive and effective work in saving fine trees along the highways, creating park reserves, eliminating advertising signs along the roads and planting trees, flowers and shrubbery along the highways.

Soils

The soils of this county range from high pine land to hammock and flatwoods to the richest sort of muck. Each variety of soil has its own particular virtue and value. There is practically no waste land in this county, but there is an abundance of good land, still uncleared, that can be had at low prices.

The U. S. Government has made an extensive, accurate and complete survey of the soils and soil map of this county, a copy of which can be had free, upon request of the Orange County Chamber of Commerce, Orlando, Florida.

Irrigation and Fertilizer

Irrigation is not necessary for some crops in Orange County. Our finest rains come in the summer season—wonderful, refreshing showers almost every day during the long growing season.

Many growers have found either overhead or subsurface irrigation an advantage in the production of some crops, and have installed proper systems for this.

Fertilizer should be used in the production of most crops in Florida as elsewhere. Crops can be grown on some of our lands without fertilizer, but better crops can be raised with it. Fertilizer is not an expense, it is an investment.

The best way to understand the comparatively small cost of fertilizer is by the fact that the average cost of producing a box of oranges is from seven to ten cents, less than the cost of the paper in which the oranges are wrapped; in fact, the fertilizer expense is the smallest item involved in producing a box of oranges — the box in which they are packed costs 35 cents, the freight about $1.00, and the picking and packing about 20 cents.

Warren Park on Lake Conway.

Another of Orange County's 1500 Fresh-water Lakes.

Channel Between Lakes Virginia and Osceola, Winter Park.

Palms and Oranges.

ORANGE COUNTY - FLORIDA

Orange County Premier Good Roads County

Besides Having 563 Miles of Good Roads at Present, is Building 100 Miles of the Highest Type of Hard-Surfaced Highways With a Bond Issue of Two and a Half Million Dollars

ORANGE COUNTY is undoubtedly the premier good roads county of Florida, and not satisfied with past achievements this county is constantly building more and better highways.

Orange County now has 645 miles of brick, asphalt, clay and other graded roads. We have just finished the construction of $3,000,000 worth of hard-surfaced roads. The State Road Department will spend $1,000,000 in rebuilding State Road Number Two through this county in 1926, and the county, by a vote of nearly seven to one, has entered upon a $7,000,000 road building program to construct 340 miles of 18-foot hard-surfaced roads, making in all a

$11,000,000 Road Building Program

that will give this county more than 1,000 miles of improved and hard-surfaced roads, connecting the most remote community of the county with every other section of it.

Roads Cost Nothing

No one pays anything for the good roads we are building in Florida, for the cost of these roads is spread over thirty years by the issuance of bonds, and the increased growth and development produced by these roads make genuine increased valuations, increased valuations bring increased money from taxes that hurt no one and benefit all.

Values in the eastern section of Orange County have multiplied from five to tenfold since the Cheney-Dixie Highway was built three years ago, and everybody is happy about it all. These new roads will bring the same sort of development to other sections of this great county.

You will enjoy motoring over Orange County's splendid roads.

Two Competent Engineers

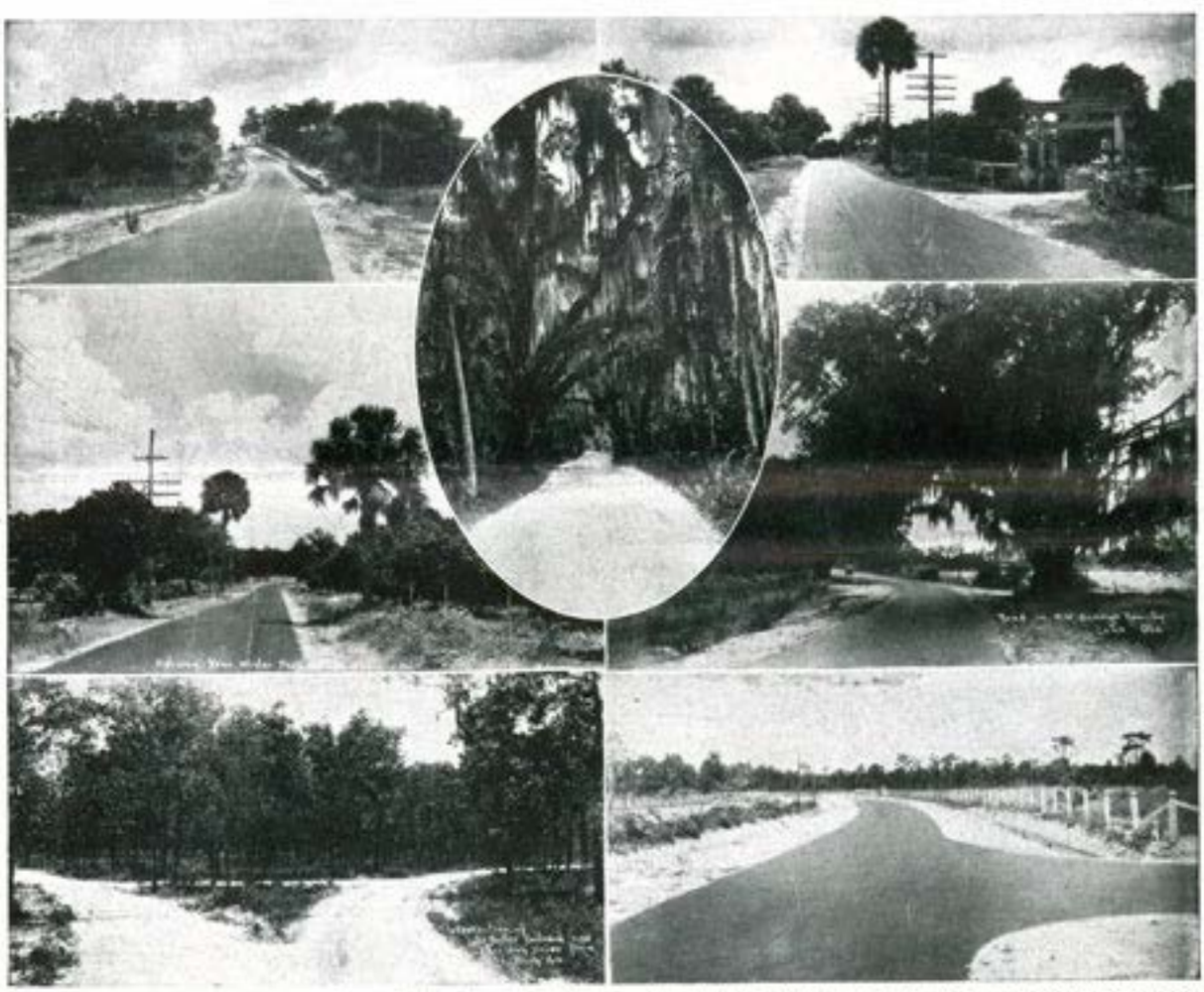
Orange County is most fortunate in having two of the best engineers in the South in charge of construction and maintenance of the more than 1,000 miles of good roads within its borders. The money recently voted for additional good roads will be wisely spent.

Major Charles A. Browne has no superior in the South in the construction and maintenance of hard-surfaced roads, and through his skill and efficiency the people of Orange County are getting 100 cents value for every dollar spent.

A. L. Wright is the county superintendent of roads and bridges and has the responsibility for the construction and maintenance of the sand-clay and similar improved roads in this county. He is a thoroughly competent and hard-working engineer and is getting marvelous results for Orange County.

Lower Tax Millage

In spite of the splendid forward movements in Orange County, the tax millage was reduced 4½ mills in the last three years, which speaks volumes for the efficiency and economy of the splendid Board of County Commissioners.



Upper Left—Highway Among Orange County Hills. Center Left—Highway Near Winter Park. Lower Left—A Velvety Sand-Clay Road Near Windermere. Upper Right—Entrance to Home of Irving Batcheller. Center Right—A Great Oak Near Tangerine. Lower Right—Part of Orange County's Fine Highway System. Center Oval—The Beauties of a Florida Road.

Moral, Religious Atmosphere of Orange County

ORANGE COUNTY has not forgotten God and law and order in the midst of her prosperity and money making.

A decent, law-respecting people make up our cities and towns. There is no Sunday baseball, no Sunday moving pictures or theatrical attractions, no stores open on Sunday except drug stores, and they close during the hours of morning worship and in the evening.

The churches of the county represent most denominations. They have comfortable and attractive houses of worship, the pastors are well-educated men of large vision and earnest purpose, and the music of the churches is excellent.

Nearly every other person you meet in Orange County is a member of some church. There are 13,774 members of 62 white churches and 4,212 members of 16 Negro churches.

Among the white churches the Baptists lead in membership and value of church property, the Methodists are second, the Presbyterian and Episcopal churches next. The best available statistics on the membership and value of church property in this county are as shown in next column.

The negroes have well-organized churches, with church buildings and regular pastors, and these churches are a fine influence for the best things in the lives of the colored population of Orange County. The negro schools and school teachers are working hand in hand with the churches for the uplift of their race.

There is no county in the South with a finer moral tone than Orange County. Its citizens as a whole are honest, respectable, law-abiding men and women, interested in every good thing for the uplift of the community, county, state and nation. One hundred per cent Americanism is the rule here. You could mix up all the sentiment in the county, boil it down, skim it off or sift it out, and you would not find one dram of bolshevism in the whole lot of us—we are Americans all.

Denomination	No. of Churches	No. of Members	Value of Property
Baptist	13	3,120	$ 883,000
Methodist	14	2,741	494,500
Episcopal	12	2,050	550,000
Presbyterian	6	2,250	530,000
Christian	3	900	150,000
Lutheran	2	450	100,000
7th Day Adventist	2	450	82,000
Catholic	1	900	450,000
Unitarian	1	118	100,000
Union	3	150	20,000
Congregational	1	210	125,000
Christian Science	1	80	100,000
Christian and Missionary Alliance	1	135	75,000
Reformed Presbyterian	1	70	15,000
Jewish, Synagogue	1	150	40,000
Negro Churches	16	4,212	27,500
	78	17,986	$3,743,000

We would not have you believe that there is no violation of the law in Orange County, no low standards of life, but would want you to know that there is little or no flagrant violation of law, that the whole standard of living here is on a high plane and good citizenship is the rule in this county. In short, if you enjoy living where law is respected, where the public school is exalted, where the church-life is strong and the standards of morality and citizenship high, you will like Orange County. If these are your standards you will find not only a hearty welcome but a most congenial atmosphere here. Come and join us.

The teachers in our schools are Christian men and women. The Bible is read and prayer offered as a part of the regular program of our schools. The schools of Orange County are a mighty factor in its religious and moral development.

Orange County has an efficient and aggressive Y. M. C. A. organization with capable secretaries doing excellent work for the physical, mental and spiritual welfare of the county. Boy Scout work is well organized under competent leadership. Civic organizations such as Rotary, Kiwanis, Lion's, Civitan, and Exchange clubs are great factors in this county.

The women's clubs are well organized and are doing a most excellent work.

The best fraternal orders are at work in every part of the county, the Masonic order having the largest membership.

Upper Left—First Church of Christ, Scientist, Orlando (under construction). Upper Right—M. E. Church, South, Orlando. Center—Baptist Church, Winter Garden. Right—Congregational Church, Winter Park. Lower Left—Episcopal Cathedral, Orlando (under construction). Lower Right—M. E. Church, Winter Park.

ORANGE A GREAT CITRUS COUNTY

ONLY one county in Florida excels Orange in the quantity of citrus fruits grown and none equals her in the marketing of citrus fruits. Orange County is the real Citrus Capital of Florida, for the greatest part of her oranges, grapefruit and tangerines are marketed by agencies whose state and county headquarters are in Orlando, the county seat of Orange.

Costs and Profits in Citrus Growing

Many questions are asked as to the costs and profits in citrus growing. It is quite impossible to answer these queries satisfactorily for any particular case, for citrus culture as an investment is complicated, though by no means uncertain. The returns that may be expected being influenced first by the care given and second by seasonable conditions.

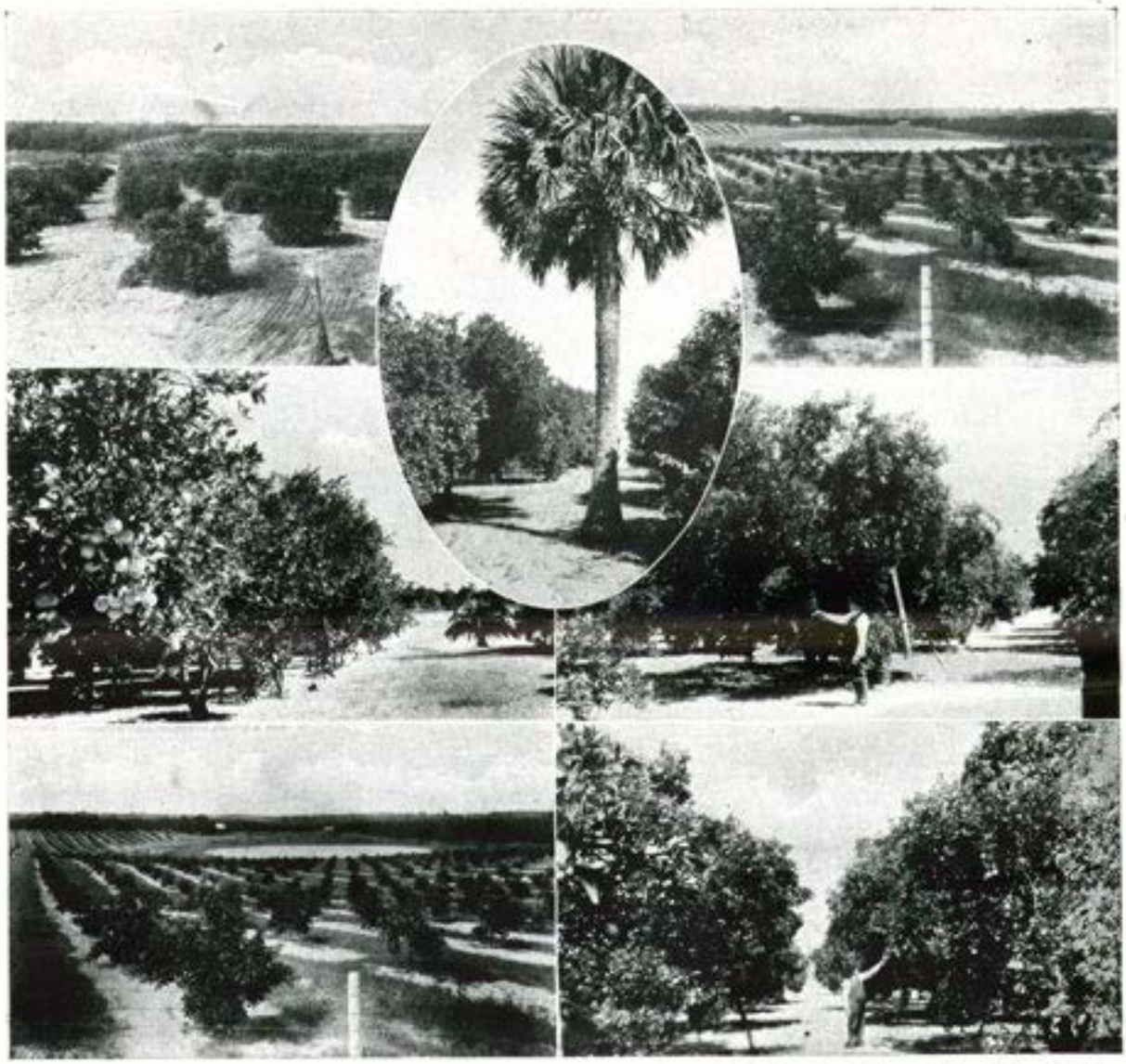
In Florida the cost of planting and caring for a citrus grove during the first four years, or until it reaches bearing age, ranges from $250.00 to $500.00 an acre. This is exclusive of the cost of the land, but it includes interest at 8 per cent on the money invested and payment for all labor done.

The price of unimproved citrus land in Florida is governed by many factors, such as fertility, distance to city and shipping point, and the general standards and prosperity of the community. Desirable citrus land ranges in price all the way from $50.00 to $150.00, or even more, per acre. By careful search the investor of limited means can locate desirable land at a comparatively low price, as there is plenty of low-priced land to be had in the less-developed communities.

The annual cost of maintaining a grove in Florida after it reaches bearing age averages from $75.00 to $150.00 an acre. When all or most all of the labor is performed by the grove owner the cash expenditure of starting and maintaining a grove may be reduced a third or even more.

The profits in citrus growing vary even more than the costs. The returns from some of the best groves are very high indeed, while, on the other hand, there are many poorly cared-for groves that are maintained at an actual loss.

Orange and grapefruit trees in good soils



Upper Left—View of Grove in Western Orange County, Five Years From Setting. Center Left—Morse Park. Bottom Left and Upper Right—Typical Grove Scenes Among the Lakes and Hills of Orange County. Center Right and Lower Right—Morton Grove at Plymouth, Orange County. Center Oval—Typical Grove Scene in Orange County.

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and well cared-for come to bearing age at about the fourth or fifth year, when they commonly yield from a fourth to a half box of fruit to the tree. The crop increases annually at the rate of about a quarter box for oranges and a half box for grapefruit until the trees come into full production about the tenth year. There are exceptional groves which yield 500 boxes per acre, or even more of grapefruit or oranges in a single season, but only the very best groves average more than 200 boxes annually. The average yield for Florida, including the best as well as the poorest groves, is about 150 boxes to the acre, or somewhat less than two boxes to the tree. There are commercial groves in Florida producing profitable crops at an age of thirty or forty years.

Very heavy planting of citrus trees have been made in the last ten years, and many growers fear the danger of overproduction. While it is true that enormous crops of fruit may be harvested in Florida in the near future, it is equally true that the market demand is increasing.

The increasing utilization of off-grade fruit through the newly developed canning process of grapefruit, the bottling of citrus-fruit juices, and preparation of candied fruit, will doubtless have a tendency to absorb the lower grades of fruit, thus steadying the demand for the well-grown attractive product. The development of new markets through better distribution, and the stimulation of consumption through advertising are factors of importance in maintaining a balance between production and consumption.

More and Better Fruit

More and better fruit could be produced on many groves, most groves, in fact, if more and better care and attention were given to these properties. Orange County has an expert citrus man as County Agent, whose advice and counsel is available, without cost to owners of groves. There are men and companies who make a business of caring for groves for absent owners and some fine groves are being developed under this plan.

Groves should be planted with rows wider one way than the other, getting more trees **to the acre and leaving more room for proper working of trees between the rows.** Closer spacing in the row increases yields for at least twelve years. This means larger returns per acre and caretaking costs are materially reduced, total production being considered.

Transportation

ORANGE COUNTY is served by three railways, the Atlantic Coast Line, Seaboard Air Line and Tavares and Gulf. Through trains from the North traverse this county. One can get into a chair car or Pullman in the North, East or West and ride right through the heart of this county. Trains that reach Orlando in the night from the North drop sleeping cars in which one may remain until morning.

Splendid bus lines reach every part of the state, their lines radiating from Orange County as the spokes of a wheel from the hub.

A "Homey" Home on a Beautiful Lake.

A Comfortable Home in Orange County.

What Living Costs

COSTS of living in Orange County are about the same in the several cities and towns as in places of similar size elsewhere—rents of course are higher during the tourist season than at other times in the year.

A garden, some poultry, a cow and a few fruit trees will materially reduce living expenses.

Saving in fuel, shelter, clothing and the heavier foods needed in the North represent a great advantage in living in this state and county.

Taxes

STATE and county taxes for Orange County for 1925 are 50½ mills, (10½ mills for state, 40 for county), which is 3¼ mills less than four years ago, a splendid reduction considering large development in road-building program in the county this year.

Taxes are lower in Orange County than anywhere in the North. Assessments are made on very low valuations.

State, county and city government are economically administered and every dollar buys a dollar's worth of real growth and development.

An efficient Board of County Commissioners is carefully administering the public funds for the public good.

Splendid Water

NO SECTION of the country has finer water than that possessed by Orange County.

Typhoid is very rare, the cities and towns having carefully guarded their pure water supplies. There is no taste of sulphur in the water of this county used as the water supply for towns and cities.

The 1,500 spring-fed lakes of this county and the beautiful Wekiva river that traverses its hills and valleys offer abundant water supply for all purposes, while great flows of artesian water are secured in flowing wells of comparatively little depth.

Homestead Lands In Orange County

WHILE there are some lands in Orange County available as homestead land and some state and school lands which can be purchased at low prices, the Orange County Chamber of Commerce does not recommend settlers attempting to secure these lands for the simple reason that practically all such lands that are most worth owning have already been taken up by those who came to this county years ago.

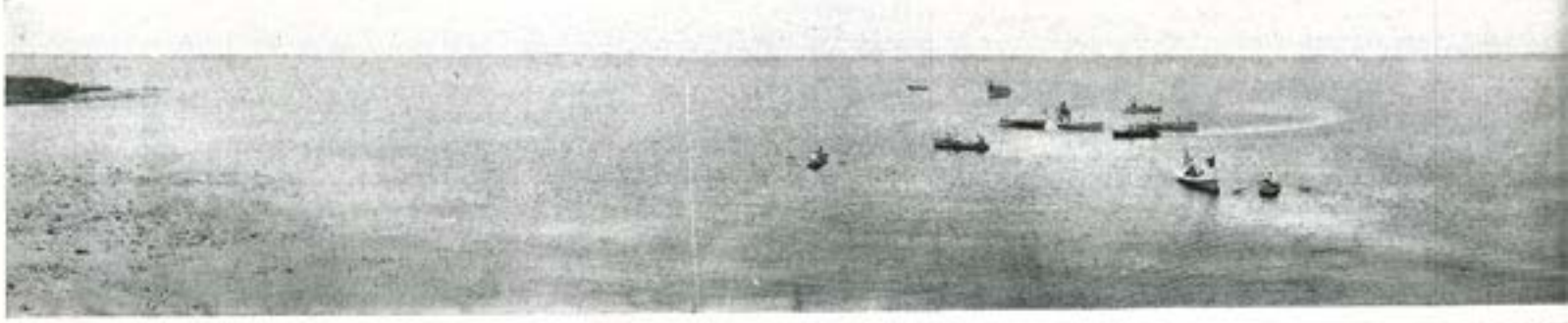
Full information about lands available for homestead or for sale by the state in this county can be had by writing Nathan Mayo, Commissioner of Agriculture, Tallahassee, Florida.

Says Herbert Felkel: "Lying between the azure waters of Southern seas and swept by the ocean and gulf breezes, Florida invites the sweltering thousands from other states to summer in a land where the climate is no less desirable and exceptional between June and October than it is from November to May. And more families of Georgia, Alabama, and Tennessee each year are taking advantage of their proximity to **Flower Land to motor over paved highways and help the contented home people of** Florida enjoy her lake and beach resorts."

Roger W. Babson says the Railroads will have to double track to take care of Florida products in the near future. This is a friendly tip for which he makes no charge — attention railroad company.—*Florida Times-Union.*

On Lake Apopka.

ORANGE COUNTY GROVE WITH SUB-SURFACE IRRIGATI



MANY OF ORANGE COUNTY'S FINE GROVES AND TRUCK FARMS BORDE

Where Living Is a Joy!

ORANGE COUNTY was built not by a few wealthy people who wanted a palatial home for a few months, but by thousands of home-loving people of moderate circumstances who have built their homes and developed their farms, groves and business where life is at its best the year 'round.

Everywhere you turn in this great county you will find comfortable homes, fine farms and splendid groves, great banks, prosperous stores and attractive communities.

Here you will find no industrial unrest, no clashing of capital and labor, no bad social conditions—a patriotic, law-abiding, home-loving people are living and building together their part of this great Empire State of the South in a spirit of harmony and good will.

Investing in Florida

REAL ESTATE in Florida is worth one hundred per cent of its purchase price for its climate alone. Whatever sale or rent value it may have because of its location, productivity, elevation, trees, view or what not, should be figured as being over and above the hundred per cent value for climate. In other words, the climate that goes with it would make any property in Florida worth what you have to pay for it, even if the soil were poor, the view bum, the trees scrawny and the location inaccessible.

It is hardly possible to make a mistake in a Florida investment, nor is it possible to over-advertise Florida. Our climate is our greatest asset. It is beginning to bring the multitudes in summer no less than in winter.

In those sections where the wealth comes out of the soil, the soil may wear out; in places where the mines are the principal source of income, the mines may be exhausted; in the regions where the forest and forest products constitute the most important industrial asset, the trees in time may all be felled and the forests used up; but God gave Florida her climate and no man can take it away. It has been here for centuries and will be here for centuries more. Florida is a thousand miles closer to two-thirds of the United States than any other place where the birds sing and the sun shines in winter and it is June the year 'round. You can't lose on Florida so long as God permits the earth to revolve on its axis in such a way that the equator stays where it is and the northern portion of America points away from the sun from October to April.—*Sunshine.*

Hotels, Bungalows and Apartments

THE hotels, apartments, bungalows and boarding houses of Orange County range from moderate places at moderate prices to elaborate accommodations at prices in proportion.

There are fine hotels, excellent apartments and fine places to live for a few days or months at prices to fit most any pocketbook.

New modern hotels and apartments are being erected continually with the hope of eventually taking care of all who desire to come.

Building costs are about the same as elsewhere and the newcomer to this county will want to build his own simple camp among the hills and lakes or his permanent home in one of our many cities and towns.

Orange

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Aero View of G

PART OF THE 480-ACRE TRUCK FARM OF M. C. BRITT AT WINT

ORANGE GROVE AMONG THE LAKES A

N SHOWING VEGETABLES GROWING BETWEEN TREES.

GREAT LAKE APOPKA. LAKES SPELL FROST PROTECTION IN FLORIDA.

County Beautification Committee

NTY, rich in natural
ermined that nothing
for the future if it can
trong commission has been organized and is at work to preserve the natural beauty and enhance it in every way possible.

This commission of voluntary workers is doing a splendid work, urging the people to save the fine big trees along the highways, and in this they have had the hearty cooperation of the Road Department which, at several points in the county, has provided for two-way roads rather than cut down fine trees.

ve on Turkey Island, Orange County, Florida.

The County Commissioners have established the right of way and fence lines, and property owners have been urged to set fences on this line. There has been the heartiest kind of cooperation and, in addition to setting back fences, new and more attractive ones have been built.

Promiscuous posting of signs on the highways has been curbed and will soon be eliminated, it is hoped. The highways of this county belong to all the taxpayers and not alone to a few advertisers and sellers of advertising.

Attractive plantings have been made at many points in the county, and it is expected soon that the whole county will be made more attractive by these trees, shrubs and vines along roads and fences.

Campaigns for the beautifying of grounds of schools, churches, clubs and homes have added much to the beauty of this county and its various cities and towns.

This work is supported jointly by public funds and private contributions and is making rapid headway. Many other Florida counties are catching the spirit of Orange and doing similar work.

Opportunities in Florida

I WANT to say that there is no state in the Union that has such opportunities and such a bright future as Florida.

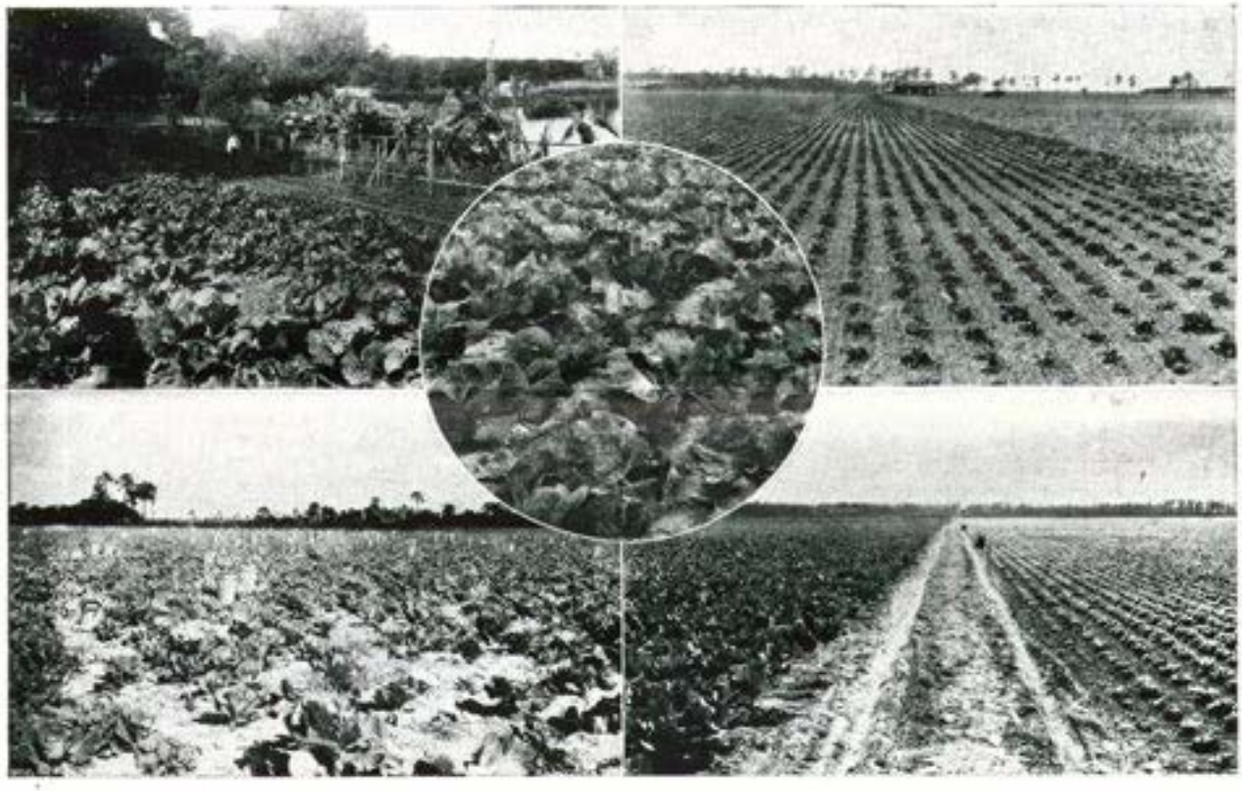
"You have the sunshine, the water and the phosphate, the three basic fundamentals of agriculture. New Mexico and Arizona have the sunshine but not the moisture; California and certain other sections have the sunshine and moisture without the phosphate.

"Secondly, you have the strategic location, you are near the great markets, only twenty-four hours, more or less, to Washington, New York, Philadelphia, Cleveland, Detroit, Chicago, the great markets.

"There is a third factor which is very important. The farmer in the Central West is up against this proposition: As the people become more prosperous, they eat less wheat, rye, corn and other cereals, which are the great basic crops of the Central West, but the reverse is true of fruit. As people become more prosperous they consume more fruit."—ROGER W. BABSON.

GARDEN, WHERE VEGETABLES ARE SHIPPED IN SOLID TRAIN LOADS.

BILLS OF BEAUTIFUL ORANGE COUNTY.



Lettuce and Cabbage Grow to Perfection in Orange County.

Trucking a Great Factor in Orange County

FLORIDA has a great many resources, any one of which would make a great state. Our climate is unexcelled anywhere in the world, the winters are wonderful and the summers ideal, the cool, refreshing breezes from the Atlantic Ocean and the Gulf of Mexico, as well as that which blows off our ten thousand fresh-water lakes, temper the atmosphere on the warmest day in summer and provide a splendid frost protection during the winter.

The thousands upon thousands of visitors who come here every year, while they are built up in mind and body by our salubrious climate and come because of the personal benefit which accrues to them, are a great asset to us in that they bring each year new ideas and new enthusiasm for our state. Some of the most enthusiastic Floridians I know are our winter visitors. They are an asset to us in that they not only spend millions of dollars through our hotels, restaurants, railroads, garages, places of amusement, etc., but thousands of them become so thoroughly in love with this great state that they purchase land and build homes, groves and farms. Many of Florida's largest investors and developers came first as visitors for a short season of recuperation, they came, they saw, they invested, they built and brought thousands of others.

Our Splendid Groves

There can be no doubt that Florida's greatest asset is in her citrus industry. The raising and marketing of oranges, grapefruit, tangerines, etc., is the real backbone of Florida's prosperity and future development. Probably nothing will ever take the place of the citrus industry in our growth and development.

Producing Truck for Northern Markets

The producing of garden truck — beans, tomatoes, potatoes, peas, cucumbers, sweet corn, lettuce, peppers, melons, etc.—in the seasons when the North is shivering under ice, sleet and snow, will always be one of our greatest opportunities in Florida.

The great advantage in growing truck in Florida lies in the fact that while it takes from five to six years to bring an orange grove to the point where it will bear to commercial advantage, a crop of vegetables can be produced in from sixty to ninety days, and if one crop should be a failure you can always raise at least two other crops to advantage. Florida has a twelve months' growing season; one can have fresh green vegetables and ripe fruit for his tables every month in the year.

Tomato Field on Marshall Farms, Ocoee.

Tremendous Crops and Prices

To one unaccustomed to conditions in Florida, the facts about the crops and prices on truck are almost unbelievable. There is hardly any limit to the amount of money one can make who understands conditions and works hard enough along right lines. One grower in Orange County recently sold $100,000.00 worth of lettuce in one season and raised three other crops that same season on the same land. Many growers have two crops coming on at the same time, starting one crop between two rows of another crop before the first-planted crop is nearly ready for shipment.

As high as $2,000 has been cleared in a single year on a single acre of land in the western part of Orange County, ten miles from Orlando. One bank in Winter Garden reports that $2,500 was made in a single year on one acre of land in that section, but this was done by a careful rotation of crops. First lettuce was planted so that it could be taken off the fields by the first of February, meanwhile the same land was planted to cucumbers. When the yield of both crops are very prolific and extra good markets prevail, the returns are indeed great. Occasional unfavorable seasons reduce profits materially to all growers. Raising truck is no weakling or quitter's job. It is hard, interesting work against great odds, with certain success ahead if you can stick long enough and know how to raise the right kind of stuff and market it correctly. The general net average, year after year, in raising truck in Orange County will run $250 AN ACRE.

ORANGE COUNTY - FLORIDA

Place for Small Operator

While it is true that much of the land in western Orange County that is producing notable crops of truck is in the hands of large owners as Macquire Bros., Ocoee, who have 200 acres in cultivation, M. C. Britt, Winter Garden, L. W. Tilden of Tildenville, who operate larger acreages, and many others, yet 75 per cent of the truck land in this section of the county is being worked by small operators. A man with from one to ten acres of this fine land, which he can work himself with such hands as he cares to hire, can make profits as large or larger than those made by the large operators who hire all work done by others. There is much room for the small operator in Orange County.

What Is Grown

One can get some idea of what is produced in Orange County, Florida, in truck by the fact that in west Orange alone there were more than 2,500 acres planted to lettuce and cucumbers this season, in many instances in both at the same time, and from these fields some 1,300 carloads were shipped to Northern markets which brought nearly $1,600,000.00 into the pockets of the growers. $240,000.00 more came to the growers for their tomato crop, $300,000.00 for peppers, $200,000.00 for cabbage, and while the raising of celery here was limited this year, something like $50,000.00 worth of this crop was sold from this section.

Twelve-Million-Dollar Crop

While this season has been far from the best in recent years in Orange County, either for the yield per acre or the price, more than $12,000,000.00 was paid to growers in this county for their fruit and vegetable crop. With money like this coming into the pockets of growers it is no wonder that the western section of Orange County is the most prosperous and delightful section to be found in the state.

No Land for Sale

There is no land for sale in the Winter Garden section of Orange County, for as soon as any of it becomes available the growers in that section immediately get hold of it to increase their own acreage. But there is much land in other parts of the county that will produce great crops.

Brains and Elbow Grease

The success in western Orange County is not due entirely to the wonderful soil in this section, but is due to four factors. I believe that a correct analysis would be 25% is due to soil, 25% to fertilizer, 25% to brains and 25% to elbow grease, and that same combination will make a huge success on most of the half-million acres of raw lands yet available in Orange County.

Bananas at Pine Castle.

Lady Fingers and Cavendish.

Orange County farmers received $12,000,820 for their produce this season as follows:

Oranges	$5,202,600
Grapefruit	1,758,000
Poultry	1,000,000
Lettuce	1,000,000
Cucumbers	1,000,000
Peppers	300,000
Dairy products	300,000
Tomatoes	240,000
Cabbage	200,000
Watermelon	166,500
Ferns	150,000
Corn	70,704
Hay	66,000
Green beans	50,625
Celery	50,000
Bulbs	50,000
Naval Stores	25,000
Bananas	5,000
Grapes	1,009

The Spouting Well at Fairvilla. Throws Stream of Water 200 Feet High.

Gathering Cucumbers on the Marshall Farms at Ocoee.

Bananas

WHILE Orange County has long been famous for her citrus fruits and vegetables produced, and these alone would be sufficient to assure the future success of this section, there are several other important developments that promise to play a large part in the growth and progress of this fine county.

Bananas, as fine and large and much better flavored than those produced in South America, Jamaica, Cuba and elsewhere, are being grown successfully and profitably on the lands of this county. The soil best adapted to the banana is the lowlands on the rims of our many lakes; this rich soil causes them to thrive and the raisers to prosper. There is a ready local market, and, while the trees are more susceptible to cold than most things we produce, their growth is so rapid that a setback caused by cold is not nearly so serious as one would imagine.

Many varieties can be grown successfully in Florida, and the largest banana plantation in the state is at Pine Castle in Orange County.

A special leaflet giving more detailed information on the production of this crop can be had, on request, of the Orange County Chamber of Commerce.

Grapes

THE production of grapes is an industry of growing proportions and importance in Orange County. Our high lands that will produce oranges will also grow grapes. Some growers plant their grapes between the orange rows, though this is not advisable in most cases.

An interesting incident in grape growing is reported from the Vineland section of the county. From 150 vines one grower sold 1,600 pounds of grapes and, after paying all expenses of production, netted $120. This was on one-fourth acre of ground when the vines were four years old. Another grower reports that in the first year after his planting from 160 vines, sixteen months old, he sold $80.00 worth; the next year he sold 1,700 pounds at 25 cents a pound on the local market, and then sold at least $150.00 worth of cuttings from his vines.

One entering the field of grape culture in Florida should not expect such exhorbitant returns as this grower reports, but the production of grapes is developing so rapidly that it will certainly become a most important factor in this state. When growers produce grapes in large enough quantities

Marvel Blackberries at Vineland.

An Orange County Grape Vineyard.

Celery Is a Coming Crop Factor.

and under possible conditions which will permit their marketing at 3 to 7 cents a pound, the industry will be of real value and importance in this county and state, and growers will make good profits.

Berries, Melons, Etc.

STRAWBERRIES, blackberries and blueberries are raised successfully in this county.

Some growers make a splendid living by raising strawberries alone for the local market. One company has a plant for preserving any surplus strawberry supply.

Orlando's curb market offers the small grower an opportunity to dispose of his produce, and the many stores in various Orange County cities and towns handle a considerable quantity for growers.

Peaches are grown for home consumption and local market, and every home place should have some of this excellent fruit, which is at its best in Central Florida. One grower at Taft has made a large success with peaches, one young tree last year bearing a thousand fruit.

Fancy Japanese persimmons bear well and find a ready market here.

Papaya are being grown in small quantities and find a ready sale. They are prolific bearers.

Watermelons, while not grown so extensively in Orange as some other counties, are a good crop and usually bring a fair price.

Avocados are not grown extensively in this section.

Pineapples do unusually well in this county. There are two pineries at Fairvilla which produce pineapples that will weigh six and seven pounds and are of finest flavor.

Bees store honey from various types of plants and trees throughout the spring, summer, fall, and most of the winter. Honey finds a ready local market at good prices.

What to Plant and When to Plant It

January—Cabbage seed, Cauliflower seed, Lettuce, Mustard, Onions, Parsley, Parsnip, Radishes, Beets, Brussels Sprouts, Cabbage plants, Cauliflower, Carrots, Kohlrabi, Kale, Leek, Onion sets, Oats and Barley, Rape, Turnips, Spinach, Romaine.

February 1-15—Irish Potatoes, Watermelons for early crop. Rest same as January.

February 15-28—Cucumbers, Corn (sweet and field), Eggplant, Flowering Artichoke, Peppers, Peanuts, Pumpkins, Squash, Tomatoes, Irish Potatoes, Collards, Mustard, Onions, Parsnips, Parsley, Radishes, Beets, Brussels Sprouts, Cabbage plants, Carrots, Kohlrabi, Kale, Leek, Lettuce, Turnips, Spinach, Watermelons.

March — Cucumbers, Corn (sweet and field), Eggplant, Flowering Artichoke, Peppers, Peanuts, Pumpkins, Squash, Tomatoes, Buckwheat, Chufas, String Beans, Cantaloupes, Cowpeas, Dasheens, Lespedeza, Velvet Beans, Millet, Okra, Rice, Sorghums, Soy Beans, Sunflowers, Sweet Potatoes, Irish Potatoes, Collards, Radishes, Watermelons, Butter Beans, etc.

April—Peanuts, Pumpkins, Chufas, Beans (Butter, etc.), Cowpeas, Dasheens, Lespedeza, Velvet Beans, Millet, Okra, Sorghums, Soy Beans, Sunflowers, Sweet Potatoes, Collards, Radishes.

May—Peanuts, Pumpkins, Chufas, Cowpeas, Dasheens, Sweet Potatoes, Collards.

June—Cowpeas, Dasheens, Lespedeza, Velvet Beans, Millet, Okra, Sorghums, Sunflowers, Sweet Potatoes, Collards.

July — Cowpeas, Dasheens, Lespedeza, Velvet Beans, Sorghums, Sweet Potatoes, Collards.

August—Peppers, Cowpeas, Sorghums, Collards.

September 1-15—Tomatoes (for seed, occasionally for plants), Sorghums (for greens), Irish Potatoes, Onions, Lettuce seed.

September 15-30—Peas, Tomatoes, String Beans, Strawberry plants, Onions, Lettuce seed, Onion seed.

October—Peas, Strawberry plants, Cabbage seed, Cauliflower seed, Collards, Lettuce seed, Mustard, Onions, Parsnips, Radishes, Cauliflower plants, Lettuce plants, Onion sets.

November—Peas, Strawberries, Cabbage seed and plants, Cauliflower and Onion seed and plants, Collards, Lettuce seed and plants, Mustard, Parsnip, Parsley, Radishes, Beets, Brussels Sprouts, Carrots, Kohlrabi, Kale, Leek, Oats and Barley, Rape, Turnips, Spinach, Romaine.

December—Peas, Cabbage, Collards, Onions, Lettuce, Cauliflower seed and plants, Mustard, Parsnips, Parsley, Radishes, Beets, Brussels Sprouts, Carrots, Kohlrabi, Kale, Leek, Oats and Barley, Rape, Turnips, Spinach, Romaine.

Ferns

FERNS can be grown cheaper in Orange County than in the northern states because we have a twelve months' growing season and expensive hot-houses are not needed.

There are some thirty-five successful fernieries in the vicinity of Apopka and Zellwood, in this county, and other sections are becoming interested in this profitable industry.

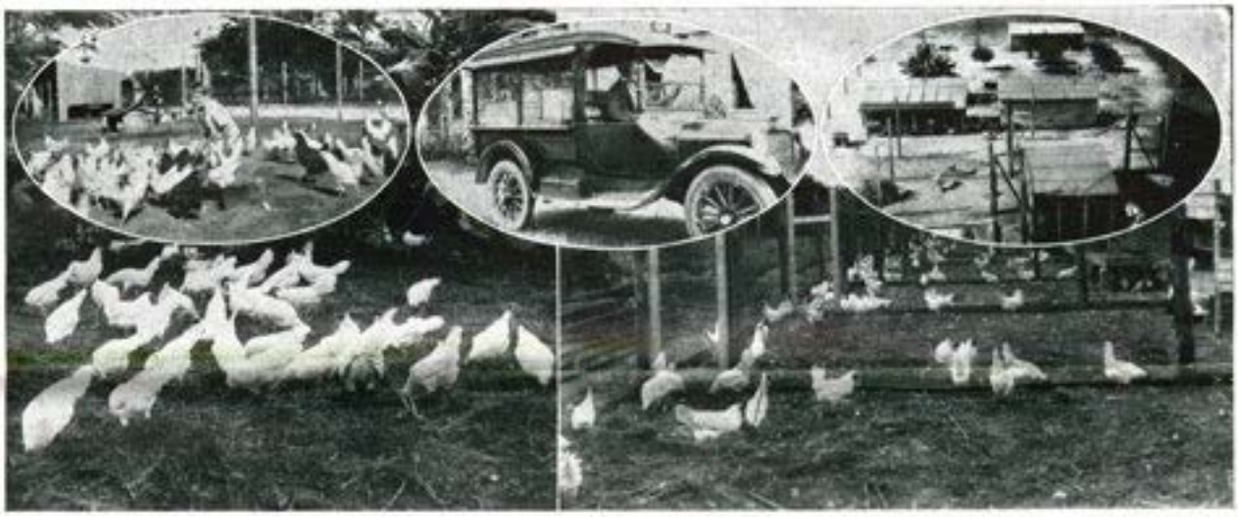
This is no industry for the man without some capital and a will to work.

Approximate per acre costs, income and profits on the Boston fern, which is the one grown most largely in Orange County, are as follows: Lands cost from $200.00 to $400.00 cleared, ready for planting; irrigation and drainage from $600.00 to $800.00; slats for shade and tool houses from $800.00 to $1,000.00; a total cost of $1,600.00 to $2,200.00. Runners cost from $9.00 to $12.00 per thousand and 50,000 are needed to the acre. A crew of three to four laborers is needed per acre, per day. Fertilizer costs vary.

In good seasons fern growers get from 25,000 to 40,000 merchantable plants per acre twice a year. These sell at $50.00 to $60.00 net per thousand at the packing houses, producing $1,250.00 to $2,000.00 per acre twice a year.

Blueberries Thirteen Months Old.

Shade, Irrigation and Heat Aid Fern Raising. Fern Growers' Packing House at Zellwood.



Poultry-Raising Is a Thriving Industry in Orange County.

Poultry

POULTRY-RAISING offers one of the finest opportunities in this county. Excellent land suitable for poultry farms is available at reasonable prices. Modest and inexpensive buildings are sufficient for the protection of the birds in this mild climate.

Green feed can be produced twelve months in the year, and the chickens can have outdoor range all the year 'round—a tremendous factor in the production of chickens and eggs at low cost.

Hundreds of people have little flocks of chickens in their back yards and from these they have an excellent supply of choice meat and eggs for their own tables.

There are a number of poultrymen in this county who are making a success of the business on a large scale, and they find a ready market at good prices. In fact, during the height of the tourist season, Orlando alone imports 3,000 dozen eggs a week from other states, because there is an insufficient supply on hand. This condition is being remedied and before long Orange County will produce all its own poultry and eggs.

County Poultry Association

Orange County has a well-organized poultry association which is doing great things for the poultryman in securing better prices for feed and supplies, as well as assisting in the right marketing of the products. A careful grade and packing of eggs is essential to securing the best results and prices, and the association is doing splendid service along these lines. Soon no one in the county will use any but Orange County eggs.

Breeding Fancy Stock

Before market poultry proves a success the fancy stock must precede to show the way. Without the fancier the poultry business will not be a success, inasmuch as it takes one who has the love of the beautiful, and will work with that end in view, and while doing so, will learn the utility part as well. The fancier is usually able to show the beginner how to produce eggs in great abundance.

Orange County is the home of many prize-winning birds. Stock shipped from within its bounds have won the highest awards in all parts of the country, including first prize with nine other states competing at the Coliseum Show, Chicago.

Recently F. J. Gormican, of Roanoke, Va., who breeds more than 200 varieties of chickens, ducks, guinea fowl, etc., as well as turkeys, ducks, geese, pea fowl and pigeons, has located in this county because he considers it the best place in the South in which to raise fancy stock. His place near Apopka is one of the show places of the state.

Turkeys Are Profitable

While turkeys are hard to raise in Florida, as well as every other part of the country, there are some poultrymen in Orange County who are making a genuine success of this business, notably William Edwards, of Zellwood, who produces hundreds of turkeys every season and makes good money at the business. Turkey raising in Orange County is a profitable undertaking for the man who has a will to apply himself and overcome the natural difficulties to be experienced in this line.

Ducks and Geese

The many fine lakes in this county make it an admirable one in which to raise ducks and geese, and home producers have found this a splendid opportunity for real money-making.

Pigeons and Squabs

Several in this county are raising pigeons and squabs most successfully, and are making real money in supplying squabs for the table as well as selling stock to the fanciers.

A New Record

A new poultry record has been established for Florida in Orange County by the flock of F. C. Arnold, at Conway, near Orlando.

A brood of ten healthy chicks have been hatched from a setting of eggs laid by a pullet hatched on January 1st. This pullet, three-fourths White Leghorn and one-fourth Ancona, and five pullets and some roosters hatched January 1st, have been penned together, away from all other birds from that time. This pullet began laying when she was ninety days old and has been laying ever since. Another pullet of the same hatching began laying at ninety-two days. From April 1st to May 14th the five pullets of this hatching have laid more than six dozen eggs. It is doubtful if this record has been surpassed in Florida.

Conway is a real poultry center and many poultrymen of that section are operating on a large basis. A. M. Stevens takes off as many as 1,500 chicks a week from hatchings made in his incubators, and he sells these quality birds in all parts of the state. Mr. Stevens specializes in White Leghorns and has some 3,000 birds of various ages on his farm.

Vail Dunlap has nearly 1,000 birds of various ages, and other growers have good-sized flocks in the Conway section.

The Michigan Avenue Poultry Farm is the most successful poultry farm in Orange County. Ernest A. Peterson and his associates have built up a splendid and paying plant in a few years. This farm has nearly 2,000 laying hens.

Supplies Available

Poultry supplies of every sort are readily available in Orange County. Feed companies carry full and complete lines for the poultryman, and a poultry supply house carries everything from large electric incubators to spray materials and feed and drink containers for baby chicks.

Orange County Just the Place

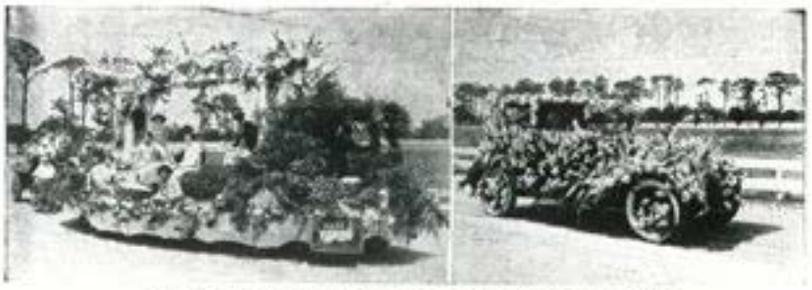
If you are looking for a place to raise poultry amidst the greatest advantages and opportunities, Orange County, Florida, is just the place. Here the climate is right, the conditions admirable, supplies accessible, best poultry advice and counsel at your hand, finest stock available with which to begin your flock, land at reasonable prices, green feed all the year 'round, plenty of poultry enthusiasts who are making a real success of the business, a splendid market at your door—in fact, everything just as you would have it.

Come to Orange County and help to supply its poultry needs while you enjoy life in the open twelve months in the year, the best of health and opportunity to make a comfortable living under the most favorable conditions.

Write for a copy of a most interesting booklet on poultry in Orange County.

ORANGE COUNTY - FLORIDA

Napier Grass—A Great Forage Crop.



Views of the State Floral Parade Held at Orlando Each Year.

Dairying

HIGH-CLASS dairy stock is being produced in Orange County with profit. The rapidly increasing population of this county affords an increasing demand for dairy products.

Orange County offers an excellent field for clean, well-regulated dairies, and a creamery would do well in this section.

This mild climate makes expensive dairy barns unnecessary, and grass for stock is grown the year 'round.

Many grasses not generally grown in the North are among our best producers of dairy products, including carpet grass, Bermuda, Para, Napier and guinea, which are by far the best forage crops we have.

The production of beef for the local market is a growing factor, and when the proposed slaughter house and cold-storage plant is completed, better native meats will be available for the local trade. Native meat is now used, but its quality must be improved by better feeding, slaughtering and curing.

FIRST Roger Babson, then Henry Ford, and now Judge Kennesaw Mountain Landis gives Florida a great boost. He says the only way to keep people out of Florida in the near future will be to station armed guards along the border and shoot them if they attempt to cross. Judge Landis made this statement to a reporter while in Jacksonville Wednesday:

"There's only one way to stop a tremendous development of Florida."

"How is that?" asked the reporter.

"Stretch a line of military men across the northern border of the state with orders to shoot everybody who comes in," was the reply.

"Why," continued the supreme arbitrator of baseball, "you Florida people cannot realize what you have here because many of you have never seen the North. You don't know how utterly desirable your state is. Florida is going ahead by gigantic strides. I don't see any other possibility. My short stay here has been utterly delightful."

Datson's Dairy Near Orlando.

Is not this just fine? What greater tribute could be paid to Florida? And Babson—he has invested so much money here that a town has been named for him! Florida is coming in seven league boots, and along with it, Orange County.

NO ONE thing more impresses the newcomer to this county than the remarkably small number of flies and mosquitoes.

Where cities, towns, communities and individuals in the country districts will take proper care of garbage and refuse, will do away with stagnant pools of water or simply spray them with the recommended oil, mosquitoes and flies are very rare.

It will be interesting to read what is said by Richard H. Edmonds, the editor of *Manufacturers' Record*, of Baltimore, who lives for a major portion of the year in Florida. He writes: "During the time I have been living in Florida during the winter months, and my stay is from early November to some time in May, and I only regret that I cannot make it later in the summer—I have never known or seen, or heard of a case of malaria in the state, as there is malaria in every other section of the country. I have seen, I think, at least a thousand times as many mosquitoes along the New Jersey coast with its great health resorts as I have seen in Florida. I have been here now since about the middle of November, and despite the statements that mosquitoes and flies are the bane of life, I have heard two mosquitoes this winter and seen two flies, and was greatly astonished to see the latter."

Deer Island in lower right hand corner; Johns Lake, lower part of picture; Killarney, center, and Pine Island in Lake Apopka in background.

NO COUNTY in Florida has a finer group of newspapers than those which serve Orange County. There are two splendid dailies at the county seat, Orlando, *The Morning Sentinel*, edited by W. M. Glenn, and *The Evening Reporter-Star*, edited by J. C. Brossier. The *Orange County Tribune*, published at Orlando, is an interesting weekly.

Apopka and all the northern section of the county is served by *The Apopka Chief*, beautifully printed and well edited by A. M. Hall, a splendid newspaper man from Maryland. *The Bithlo Tribune*, edited by Claude Johnson, serves eastern Orange County. The county is well served by *The Winter Garden Herald*, an attractive publication, edited by Dolph Berli.

Winter Park is well taken care of by *The Herald*, which is printed in its own up-to-date plant and carefully edited by W. M. Traer, and *The Sandspur*, a weekly publication issued by Rollins College. The Rollins press is one of the best equipped printing plants in Central Florida.

Copies of these newspapers will be sent on request with 5 cents in stamps sent to the paper you desire.

Orange Echoes

Is a nicely printed publication issued by the Orange County Chamber of Commerce which gives the news of progress and development in this great county from month to month. It is sent to any part of the world for the low subscription price of 25 cents a year. Sample copy free. Address, Orange Echoes, Box 1470, Orlando, Fla.

Pork in Orange County.

Excellent Schools, the Pride of Orange County

NO COUNTY of less than 40,000 population in the South can surpass Orange County, Florida, in its program of education, ranging from our elementary public schools up to Rollins College at Winter Park, the oldest institution of higher learning in Florida, and the Crawford Hulvey Military School located at Windermere. The very best opportunities are offered to the young people of this section of this great state.

Among the many elements that contribute to this splendid success is the fact that **A. B. Johnson, our very efficient county superintendent of schools, has served seven** years, during which time distinct advances have been made each year in our educational system.

Another important factor is the hearty co-operation between the Board of County Commissioners and the Board of Education, making possible better roads, therefore finer transportation facilities for students throughout the county.

Competent Teachers

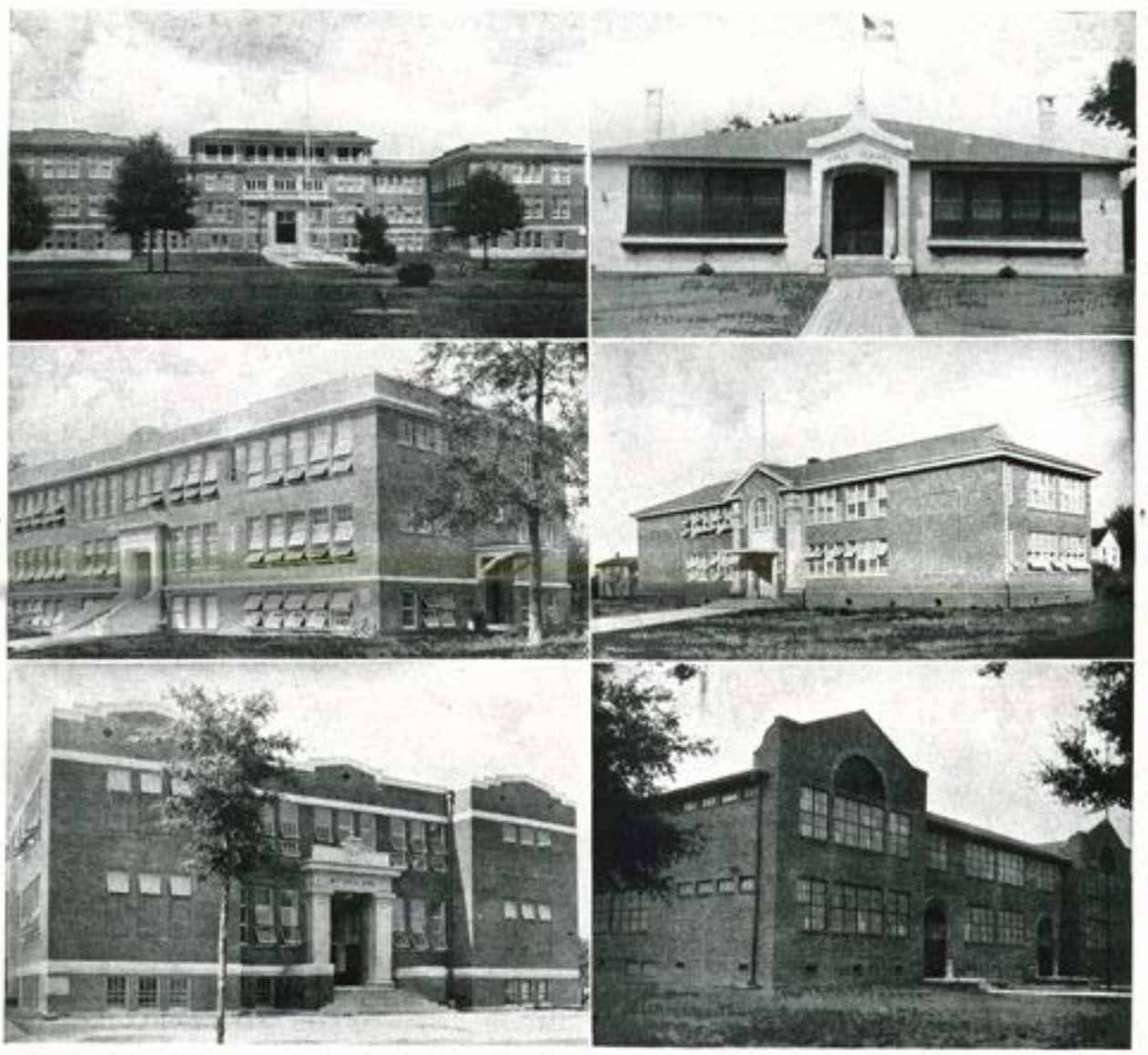
Enrolled in the schools of Orange County this year are 8,518 white students, taught by 278 competent teachers, which is an average of one trained teacher for every thirty children, while 47 well-trained teachers are employed to teach the 2,053 colored students, or one for every 44 children.

Eight months school has been provided by public school fund for every part of the county, nine months in Orlando, Winter Park and Tildenville.

Teachers in this county are better paid on the average than any county in Florida, while teachers in the Orlando schools are paid on a twelve months' rather than a nine months' basis; a standard, it is hoped, will be attained throughout the county within a few years.

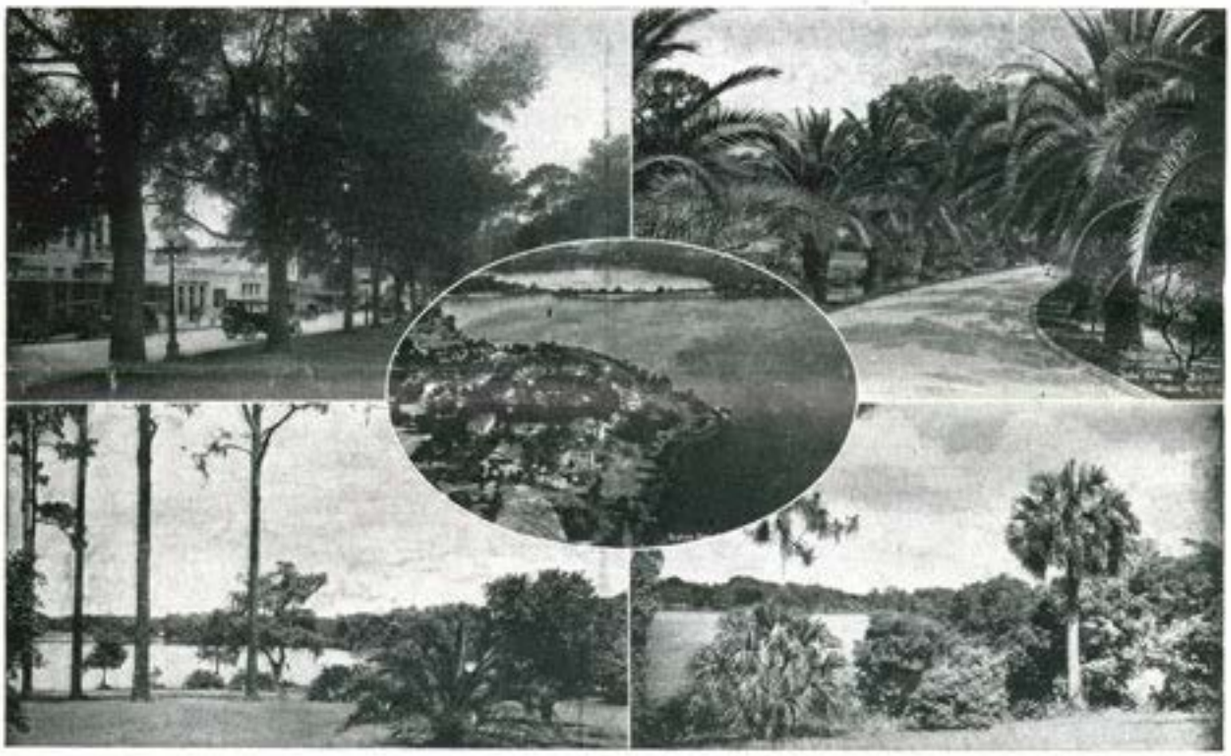
31 Out of 33 to College

Few, if any, schools in the South can show a finer record than the recent achievement of the Orlando and Tildenville schools when thirty-one out of thirty-three graduates of the high school went on to higher institutions of learning to complete their education.



The Educational System of Orange County Is Complete in Every Detail and Its Buildings Are Designed to Provide Ample Accommodation for the Rapidly Growing School Population.

ORANGE COUNTY - FLORIDA



Upper Left—Street Scene Opposite Park, Winter Park. Lower Left—Lake Osceola from Seminole Hotel, Winter Park. Upper Right — Date Palms on Brewer Place, Winter Park. Lower Right—Lake Osceola from Packard Place, Winter Park. Center—Airplane View of Rollins College, Winter Park.

Splendid Buildings

The schools of Orange County are housed in well-constructed and beautiful buildings, which are being constantly increased. During the past year more than a quarter million dollars' worth of new buildings have been added, and the coming year more than $1,000,000 will be spent on Orange County schools.

In Orlando the contracts have been let for the construction of two grade schools at a cost of $187,000, exclusive of equipment. Also an addition to the colored high school at a cost of $85,000.

At Winter Park there is to be a new high school at a cost of $250,000 for the building and the site.

At Ocoee they are planning a new bond issue of $110,000 for new schools.

The Spring Head School District has purchased two two-room portable buildings for each of the three schools in that district at a cost of $2,800 each. This district includes Winter Park, Bithlo and Spring Head.

The towns of Tangerine and Lockhart also have each a one-room portable building at a cost of $1,650 each.

Pupils Transferred

Parent-Teachers' association are organized throughout the county. The most conspicuous work done this year is that of the Orlando association which operates a splendid lunch room in the new Memorial High School, which serves 600 children in one hour each day, furnishing excellent food at ridiculously low prices; a profit of about $20.00 a week has been made, and this has been expended in paying for meals for children who have exchanged their service instead of cash for this wholesome food.

Athletic Program

A splendid program of athletics and physical instruction has been provided in our schools. Both boys' and girls' teams from this county entered the finals in the state basket-ball tournament this year and acquitted themselves with credit to the county.

Well-Equipped Library

The county has one of the best equipped high school libraries in the State in which provision is made for as many as forty-eight pupils at one time.

Efficient Attendance Officers

Orange County has an efficient attendance officer in C. L. Durrance, who is rural supervisor and attendance officer, and C. E. Howard, who is supervisor and attendance officer for the Orlando district. They are paid full time and have charge of rural and city school supervision in connection with the attendance work.

The attendance has been materially increased and well maintained through such a system.

The best results have been secured through personal visitation, going into the community, visiting the homes, and building up cooperation between the home and the school, making the teacher the connect-

The Albertson Library at Orlando.

ing link. When people are made acquainted with the law through personal contact they are more willing to yield. Few cases have shown insubordination. These have been handled satisfactorily through the juvenile court.

Efforts are being put forward for the advancement of the rural schools by giving rural children many advantages enjoyed by city children. Good roads and consolidation is our program for further development, as this will bring us better buildings, better equipment, better teachers, etc.

Social Service Department

Orange County has the best and most complete social service department in Florida. It includes a social supervisor on full time, Miss Inez Mileham.

Mrs. Ruby Datson, R. N., is the director of Health education for Orange County. Miss Lola Baggett, R. N., and Miss Virginia Weeks, R. N., are nurses for the county, and Miss Elizabeth Antosh, R. N., is the city nurse. Miss Lucile Forman is the Winter Park nurse. K. B. Taylor, R. N., is the colored nurse in charge of work among colored children throughout the county.

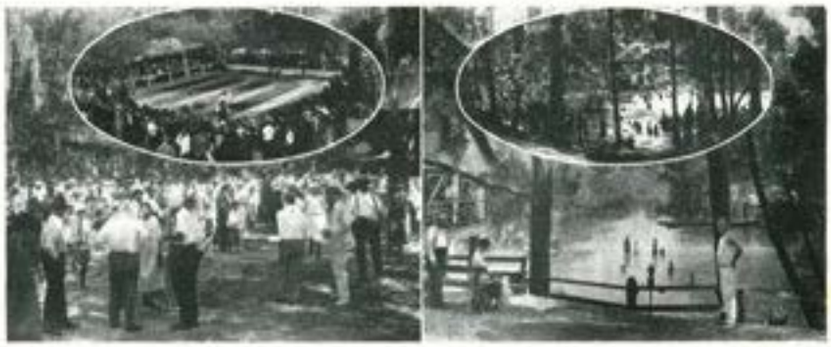
All school children in this county receive regular physical inspection with follow-up work and free medical inspection with dental attention, where parents are unable to make corrections. A fine spirit of cooperation exists between the department and the members of the medical and dental professions, backed by the hospitals of the county.

The work of the Juvenile Court with Don M. Cheney, as judge, and C. L. Weaver, as probation officer, does a very active service, not only among the delinquent, but also among the dependent children of the community. It is hoped that this coming fall to employ a woman assistant probation officer for girls' work.

Well-Rounded Program

The program of education in this county is complete and well rounded and marks a steady advance every year.

Our teachers are of the finest, pupils show a ready desire to cooperate in their work, the buildings are modern in construction and equipment, the attendance office and social service departments are thoroughly efficient, and best of all, the moral and religious tone of the schools and pupils is of the highest order. Clean athletics, clean speech and clean habits are the rule in the schools throughout the county.



At Wekiva Springs in Winter.

Tennis and Golf Is Delightful in Orange County.

Time to Play in Orange County

FOLKS have time to play in this favored county. Farm and grove life in Florida is not nearly so arduous and trying as in the Northern States—very little rising up before the sun and working by lantern or moonlight at night.

Here five or ten acres is the amount of land one needs compared to 80-, 160- or 640-acre farms in the North. Here a twelve months' growing season spreads the work out over more days, weeks and months, thus leaving more time for play.

You will enjoy working in the glorious out-of-doors in Orange County, and you will want to play some, too. Picnics, barbecues, fish fries, melon cuttings, swimming, boating, hunting, motoring, and a hundred other wholesome means of recreation invite one here to enjoy life at its best.

Baseball

Florida has a state league that plays a good brand of baseball, and Orlando has a strong team in that league.

Orange and Lake Counties have a splendid league composed of home-town boys, playing goood amateur baseball. Apopka, Winter Garden and Winter Park have good teams in this league.

Rollins College is the center of the aquatic sports of Florida and the Southeast, and some of the most interesting swimming and diving competitions are staged at the fine Rollins College course in Winter Park.

Golf

Some of the best golf courses in Florida are to be found in Orange County. Tennis, quoits, basketball, football and many other sports, recreation and amusement for all.

Hunting and Fishing

Plenty of good hunting and an abundance of excellent fishing call loud to the lover of this kind of sport. Fishing in lake and stream almost at your very door, and ocean catches await you only two hours away over fine roads.

Orange County Is the Sportsman's Paradise.

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ORANGE COUNTY

Florida